Attorney's Docket No.: 06975-128001 / Personalization Applicant: Barry Appelman et al.

Serial No.: 09/842,024

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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for transmitting data to one or more users of a communications system, the method comprising:

establishing a connection with one or more online users;

designating targeting rules applicable to the online users, the targeting rules designating at least a target geographic location;

acquiring context information of the online users, the context information indicating at least geographic locations of the online users;

applying the targeting rules to the context information to identify a subset of the online users that are associated with the target geographic location to identify targeted online users; and generating a message that contains information related to the target geographic location; and

sending data-the message to the targeted-identified subset of the online users.

- 2. (Currently Amended) The method of claim 1 wherein the message comprises a notification message targeting rules include parameters specifying a location of online users.
 - 3. (Cancelled)
- 4. (Currently Amended) The method of claim 2-1 wherein the targeting rules additionally designate the location of online users is an online location and applying the targeting rules to the context information comprises applying the targeting rules to the context information to identify

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a subset of the online users that are located in the target geographic location and who are visiting the online location.

- 5. (Currently Amended) The method of claim 1 wherein the targeting rules include parameters specifying additionally designate a particular type of access device employed by the online users and applying the targeting rules to the context information comprises applying the targeting rules to the context information to identify a subset of the online users that are located in the target geographic location and who employ the particular type of access device.
- 6. (Currently Amended) The method of claim 1 wherein the targeting rules include parameters specifyingadditionally designate a particular type of software employed by the online users and applying the targeting rules to the context information comprises applying the targeting rules to the context information to identify a subset of the online users that are located in the target geographic location and who employ the particular type of software.
- 7. (Currently Amended) The method of claim 1 wherein the context information of online users includes a token identifying a current geographic location of an online user.
- 8. (Currently Amended) The method of claim 7-1 wherein the location of an online user is a geographic location information related to the target geographic location comprises a weather forecast for the target geographic location.
- 9. (Currently Amended) The method of claim 7-1 wherein the location of an online user is an online location information related to the target geographic location comprises current weather conditions for the target geographic location.

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10. (Original) The method of claim 1 wherein the targeting rules include specified parameters and applying the targeting rules to the context information includes identifying online users meeting the specified parameters.

- 11. (Original) The method of claim 10 further comprising ranking online users based on the specified parameters.
 - 12 14. (Cancelled).
- 15. (Currently Amended) A computer program, stored on a computer readable medium, comprising instructions for:

establishing a connection with one or more online users;

designating targeting rules applicable to <u>the</u> online users, <u>the targeting rules designating</u> at least a target geographic location;

acquiring context information of <u>the</u> online users, <u>the context information indicating at</u> <u>least geographic locations of the online users</u>;

applying the targeting rules to the context information to identify a subset of the online

users that are associated with the target geographic location to identify targeted online users; and

generate a message that contains information related to the target geographic location;

and

sending data the message to the targeted identified subset of the online users.

16. (Currently Amended) The computer program of claim 15 wherein the information related to the target geographic location comprises a weather forecast for the target geographic location the computer readable medium comprises a disc.

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17. (Currently Amended) The computer program of claim 15 wherein the information related to the target geographic location comprises current weather conditions for the target geographic locationcomputer readable medium comprises a client device.

- 18. (Original) The computer program of claim 15 wherein the computer readable medium comprises a host device.
 - 19. (Currently Amended) A communications apparatus, comprising a host configured to: establish a connection with one or more online users;

designate targeting rules applicable to the online users, the targeting rules designating at least a target geographic location;

acquire context information of the online users, the context information indicating at least geographic locations of the online users;

apply the targeting rules to the context information to identify a subset of the online users that are associated with the target geographic location-to identify targeted online users; and generate a message that contains information related to the target geographic location; send data the message to the targeted identified subset of the online users.

20. (Original) The apparatus of claim 19 wherein the host comprises a targeting server interconnected with an instant voting server and a routing processor.